

GIORGIO ARMANI

GIORGIO ARMANI EYEWEAR

A COLOURFUL AND GRAPHIC COLLECTION FOR 2010

The new Giorgio Armani collection of sunglasses for 2010 are both contemporary and sophisticated with their elegant shapes, innovative decorative elements and interesting colour combinations to attract attention with irresistible charm.

These models highlight sophisticated stylistic themes of seductive appeal as seen in the small metal fork frame for the sunglass models and the rectangular-shaped optical frames, both reminiscent of the Sixties.

The Optyl sunglass and optical frame models with their futurist inspiration have soft shapes enriched with an elegant half-moon ornament made of a two-coloured metal that joins the front and temples in the round sunglass and rectangular optical frames. The sophisticated colour palette emphasises the elegant charm of these models.

GA 798

This captivating women's acetate frame features a soft and elegant rectangular shape. The thin metal temples are customized with the metal "GA" logo that is subtly recognisable. The colour palette plays with shades of black-ruthenium, dark havana-pale gold, burgundy-pale gold, violet/pale gold and crystal-palladium.

GA 775/S

These injection-moulded sunglasses reflect a sheer feminine charm and entice with their broad, square shape that is emphasised by the small metal fork that frames the lenses. The metal GA logo is seen on the corner of the temples. This model also features elegant variations in colour, including black-ruthenium with shaded grey lenses, milk-ruthenium with shaded grey lenses, bluette-palladium with shaded blue lenses, green-ruthenium with shaded green lenses, violet-pale gold with shaded grey lenses, havana-pale gold with shaded brown lenses.

GA 795

This women's optical frame in Optyl expresses a particular sophisticated style. Optyl is the trademark which identifies an ultra-lightweight hypo-allergenic plastic material with refined colour effects. The soft rectangular shape is decorated with a two-coloured metal half-moon detail inspired by the future and joins the front and temples.

The GIORGIO ARMANI logo is engraved on the temples, subtly visible in shades of glossy black, lilac, violet and pink.

Giorgio Armani spa

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Share capital Euro 10,000,000.00 fully paid-up - Milan Company Register No. 165440 - Tax Code and VAT Reg. No.: 02342990153 Sales and administrative office: Via Bergognone 59, 20144 Milan, Italy - Phone +39.02.83106.1

GIORGIO ARMANI

GA 778/S

The 1960's era provides inspiration for these women's sunglasses. Made of Optyl - the trademark which identifies an ultra-lightweight hypo-allergenic plastic material with refined colour effects - the model captures everyone's attention with its broad, oval shape. The metal half-moon is the sophisticated decorative motif that joins the front and temples, whilst the "GIORGIO ARMANI" inscription appears at the corner of the temples. The colour combinations are sophisticated with glossy black with shaded grey lenses, orange-green-red with brown-violet lenses, pale pink-blue-violet with shaded grey lenses, and havana with shaded brown lenses.

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